

The 40th Anniversary of "SALADA" TEA

For 40 years SALADA has given the finest quality in tea. Present prices are the lowest in 15 years.

Lessons Of The Depression

A call for money in one of the provincial newspapers has expressed the view that "present business conditions in the province are not due to the depression" because it is teaching people many lessons which it is in their interests and in the interests of the country at large that they should learn.

While one can agree that many people are learning some rather hard lessons these days, enough of the school of bitter experience, we are hardly prepared to go into the details of such experience. Let us leave it to a disengaged form. The men and women who have suffered complete crop failure year after year, and who have been compelled to make such meager ends meet, have succeeded in raising at a price above the cost of production, and both of the United States and Canada, which groups have, of necessity, been forced to submit on Government and Municipal relief, and go deeper into debt for that relief to see where the "money" comes from.

But it cannot be denied that some valuable lessons are being learned, hard and bitter though the experience of learning these lessons may be. And if these lessons are thoroughly learned, taken to heart and not forgotten when the difficult days of the present have passed, then the trials and hardships of the present will not be all lost; there will be some profit in future years.

Quite a few people, for example, have learned to appreciate the value of having a certain amount of saving in reserve in case of emergency. The old adage puts it, "If you are saving on the prairies we would more appropriately say, for a dry year." The mistake of spending up to the last dollar of one's income in years past when they had means imposed upon them, and the like, is not to be repeated. It is the same when the men and women in these people are in receipt of incomes in excess of their actual living requirements, they will lay some money aside as small instalments from their weekly wages or from farm operations.

For the men who have, hopefully had the lesson engrained upon them that they likewise must accumulate reserves in years of prosperity to tide themselves and their people through the lean years, rather than, as in the past, embark on large spending programmes when revenues are large and easy to collect. The men of the past few years have learned that their reserves are bound to rise in bad years. When times are generally prosperous, governments can afford to hold off large programmes of public works and construction, and provide them with general employment declines and to recessions.

Governments and large industrial employers of labor, it is to be hoped have also learned to appreciate the fact that they have an obligation towards all the people on the one hand and their own employees on the other, and that the best way to satisfy that in hard years is to maintain an all out effort in diversion to the public welfare in order to pay dividends when business drops off, but that an adequate percentage of those profits must be set aside as some form of unemployment insurance in order to provide a certain amount of security to those who are not employed. In future labor is industry must be protected just as effectively as the share-holders in industry. Many large concerns realize this, and even welcome it. It is the duty of concerned men to see that it is uniformly adopted.

Another lesson to be learned is to be more thrifty. In getting any one's eggs in one basket, to quote another old proverb, in good times business men have re-invested all their profits in expanding their businesses far beyond the need of normal years. They have acted as if "boom" conditions would always prevail, with the result that when the market for their products on the world market has been overtaken by increased supplies, which it was impossible to carry under decreased business conditions. The same thing can be said of many farmers. When crops are good and prices high, they bought more and more land and machinery, and when the market for their produce large enough to enable them to do these things. Then with smaller crops and lower prices they found they could not make money, could not pay their debts, while if they had some sort of reserve, could have paid their debts instead of trying to hang on in a scurvy state, which often turned out to be fatal. Luckless, they could have carried on without much worry.

Lack of ready money in this depression has taught many of us how to really concentrate; many things we can do to earn money if we will have the time and energy to do them. And that is another lesson we have learned. A lot of such things, such as small, could be given that would all this newspaper column. And we are actually better off for the doing of things for ourselves instead of having someone else do them.

Not at all. The standard of living in this country should mount steadily higher and higher.

The difficulty is that we have confused what is essential to a high standard of living with what is merely a luxury. And that is a mistake, but many things we have regarded as essential are not; rather they are pure luxuries, and these we should do without until we are well able to afford them. They should never be purchased until some reserve has first been accumulated.

Living in this depression, less waste and extravagance than in the past; continued economy in the matter of non-essentials such as we have been forced to practice recently; the building up of some reserve—these are the requirements for the future; they constitute some of the lessons of the depression.

Again

The following correction appeared in a small town paper:

"Our paper carried the notice last week that Mr. John Doe is a detective in the police force. It was a typical error. Mr. Doe is really a detective in the police force!"

Summer Complaint

"I have found Baby's Own Tablets the best of all children's remedies for Summer Complaint," writes Mr. George W. Williams, 1755 Yonge Street, Toronto, Ont. Certified physician, and a surgeon with 30 years' experience in travel abroad, and with Canadian girls. Could advise as to prevention of summer complaints. Testimonials both in Canada and in British Columbia. Many more inquiries. Address: Baby's Own Tablets, P. O. Box 175, Winnipeg, Manitoba.

Mr. Williams
BABY'S OWN TABLETS

Deep Gas Well

New Depth Record Is Attained At Turner Valley

Drilling to a depth of a mile and a third straight down into the earth, McLeod number four well in Turner Valley has attained a new depth record for Canada.

According to information received at the office of the McLeod Oil Company, the depth of the well was 6,000 feet with additional footage being made steadily.

This depth surpasses by nearly 300 feet the previous Canadian depth record, which British Dominion number one well which was drilled to 6,500 feet and abandoned after striking a gas zone.

"We are going right down to the Devonian formation and believe that we are entering it now," W. E. McLeod, official of the McLeod Company, stated.

Millions of years older than the Devonian limestone, the source of the oil at Turner Valley, the Devonian formation has never been fully penetrated in the valley, may prove to contain a rich crude oil pool, according to some geologists.

Employment for the women and children—in the course of the week, due to severe weather in the country, the women have been compelled to work such regular and useful occupation as is suited to their age and capacities, and best calculated to maintain their health and develop their habits.

Education—A preparation to education, the women and children at present are taught in the country school, and the women are compelled to converse in the language (whether French or English) of the father of the family, and the children are compelled to devote a portion of his leisure time to their instruction as far as his own knowledge and ability will permit.

An Interesting Document

Old Trading Document For Women

Winnipeg, Manitoba, from one of the northern trading posts of the Hudson's Bay Company, dated April 16, 1643, shows the following provisions relating to women.

"In the absence of a clergyman, chief factors only shall administer marriages, and no person shall be permitted to marry a woman without the establishment without the sanction of the gentleman superintending the district.

"Employment for the women and children—in the course of the week, due to severe weather in the country, the women have been compelled to work such regular and useful occupation as is suited to their age and capacities, and best calculated to maintain their health and develop their habits.

"Education—A preparation to education, the women and children at present are taught in the country school, and the women are compelled to converse in the language (whether French or English) of the father of the family, and the children are compelled to devote a portion of his leisure time to their instruction as far as his own knowledge and ability will permit.

Contribution to Science

Report New Scientific Discovery

Made By French Family At Paris

Mme. Marie Curie's family has made a new contribution to science.

The French scientist, mother more

readily by common parlance than by

French, and her two sons,

Frédéric and Irène, are the famous

women scientist, and M. Joliot,

the daughter's husband, report the

French and international press,

that they have discovered a new

type of neutron, almost in

definitely things haled as new "ultim-

ate particles" of matter.

It is the first discovery of the

possible nature of neutrons.

Frédéric Joliot is a true child of

youth. He is bold and courageous.

Adolescent a youthful charm to the

contemporary world.

He makes hands flawlessly white.

Indispensable to the woman scientist

is the ability to delicately fragrant.

It requires a few hours to obtain

such a delicate fragrance.

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